

RO/KR 10. 02. 2004

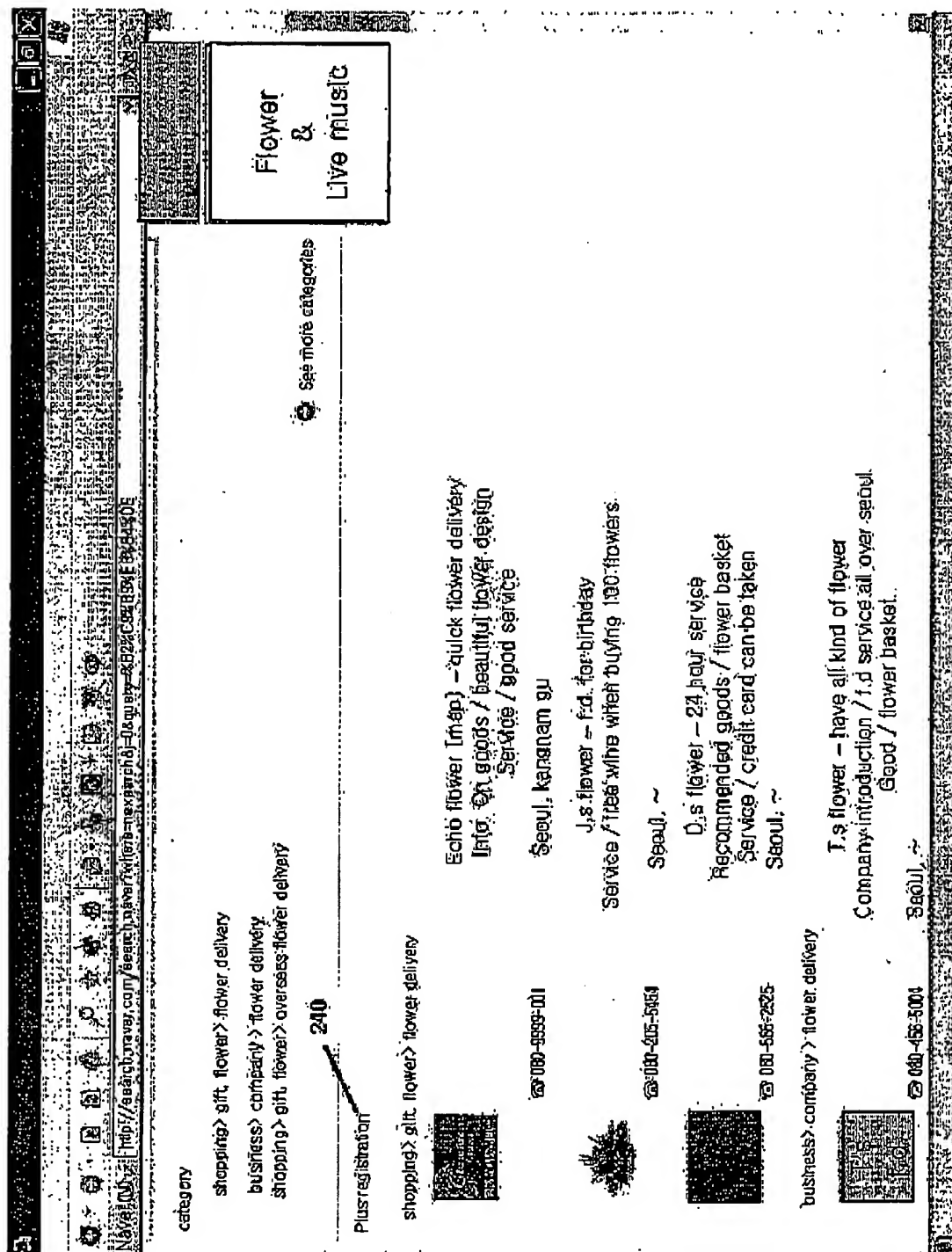
FIG. 1a



PCT/KR2003/002587

RO/KR 10.02.2004

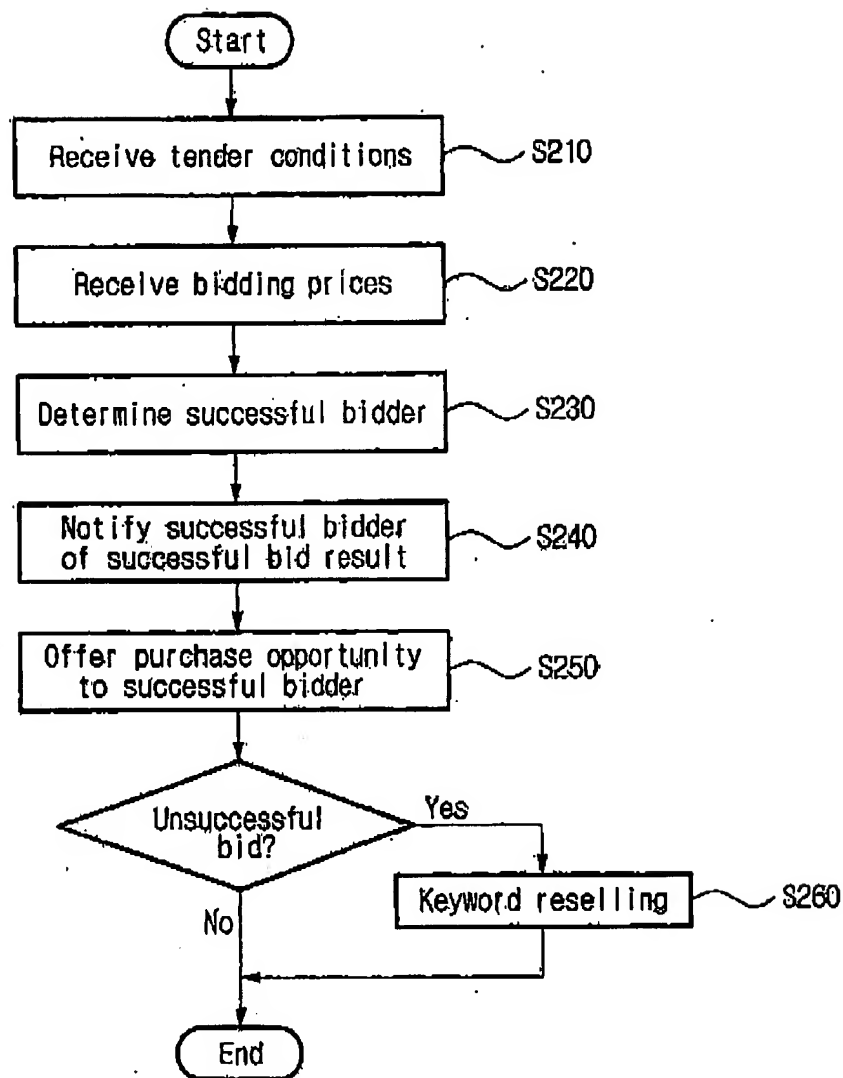
FIG. 1b



PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 2



PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 3

NAVER
Keyword shop

Keyword banner | Question guide | Sponsor link | Directory banner

Keyword search select | Join & login as ad. applicant | Register Ad. material | Input ad. Applicants info | pay | finished

Ask Keyword ad.

keyword ad. area
Keyword banner
Question guide
Sponsor link
Directory banner

Contsystem

Rule of making ad. banner
Question guide
Sponsor link
Criterion of re-distributing ad. common
adult

Ad. FAQ/Ask
banner
Question guide
Sponsor link
Premium keyword
Keyword bidding

Keyword bidding board
Wait for asking ad.
Manage keyword ad.

Input
Adult goods

What's premium keyword?
It's Famous for High eff. Effect and has particular cost system
Premium keyword: \$1000 and can be varied every month
is displayed with

Question guide

Current time 18:10:26

Ad. goods	Bidding	Ad. goods	Ad. goods	Ad. goods	Ad. goods	Ad. goods
2	Adult goods	finished	12-11-29 ~ 12-12-28	\$2,860	\$3,432	
3	Adult goods	Can buy		\$2,420	\$2,804	
4	Adult goods	Can buy		\$2,420	\$2,804	

PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 4

NAVER
Keyword shop

Keyword banner | Question guide | Sponsor link | Director banner

Ask keyword ad
Keyword ad area
Keyword banner
Question guide
Sponsor link
Director banner
Cont. system
Rule of making ad
Banner
Question guide
Sponsor link
Criterion of registering ad
Common
Email
Ad. FAQ/Ask banner
Question guide
Sponsor link
Premium keyword
Keyword bidding
Keyword bidding board
Mail for asking ad
Manage keyword ad

Before bidding

- Beginning bidding price follow cost system of common keyword.
- To prevent a plurality of bidding prices with the same price, bidding prices in the unit of Won (Korean monetary unit).
- Last 3 digits in the bidding price cannot be '000'.
- A provider proposing the highest bidding price is determined as a successful bidder. If a plurality of same bidding prices are present, it is determined based on a first-come first-served system.
- Bidding price is for monthly contract and VAT is not included.

Keyword: maduk Ad. Goods: question guide No. 1

Current time: 2002-12-12 19:21:43

Contract period	2002-12-12 to 2003-01-12	32,000 #
Bidding price	2002-12-12 19:00:00	\$5,300
Ad. hour	00 hour 38 min.	
Ad. cost	1.000 \$	

bid: 38 min. 1.000 \$

3,300 \$ (monthly)

Process of bidding

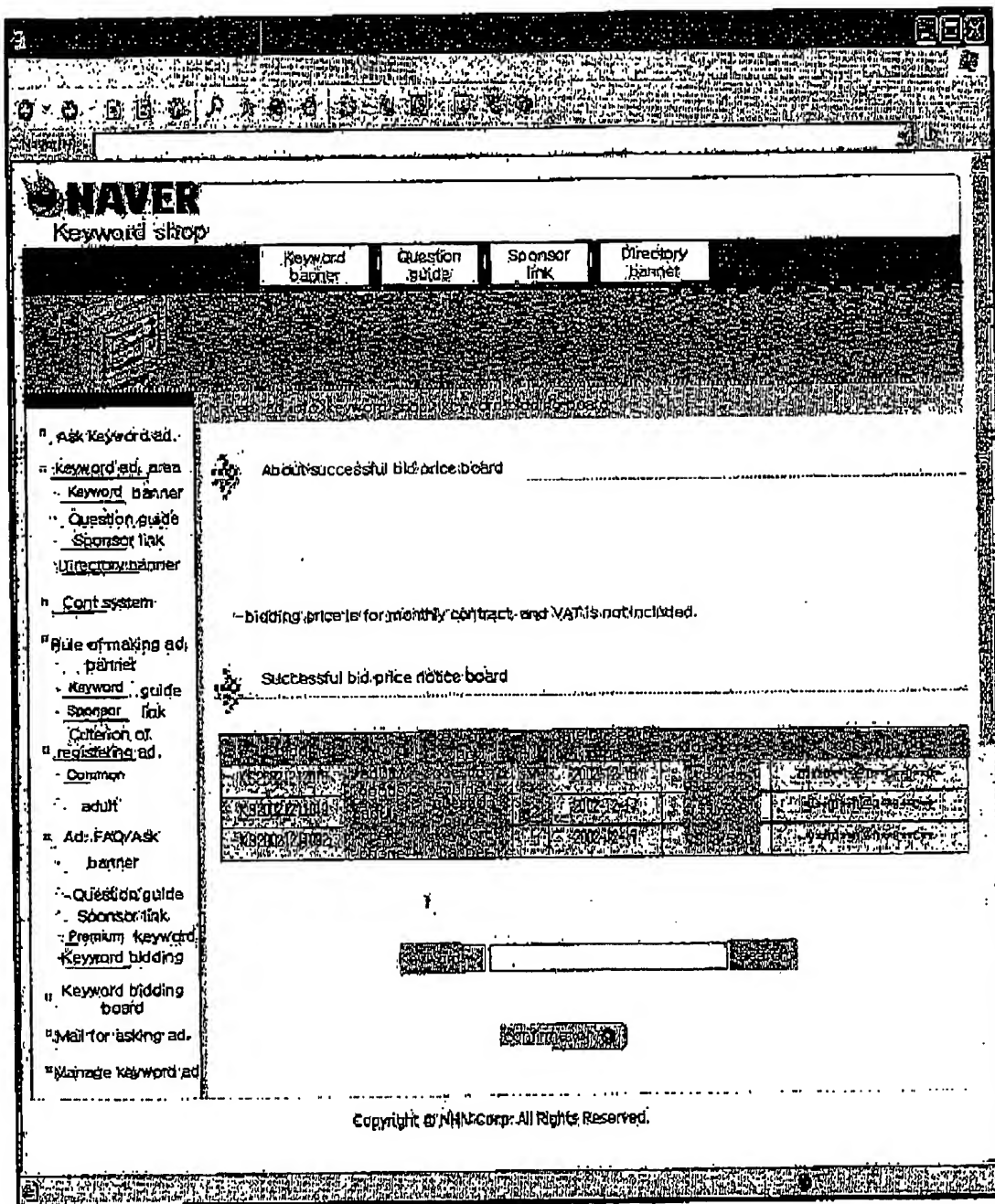
Need help about premium keyword?

Need help about process of bidding?

PCT/KR2003/002587

RO/KR 10.02.2004

FIG. 5



PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 6

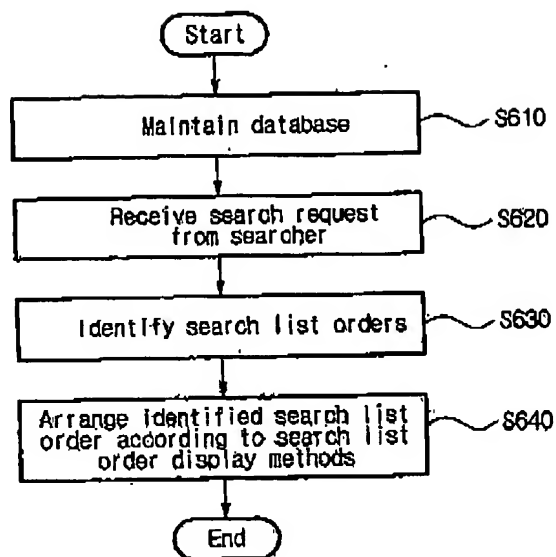
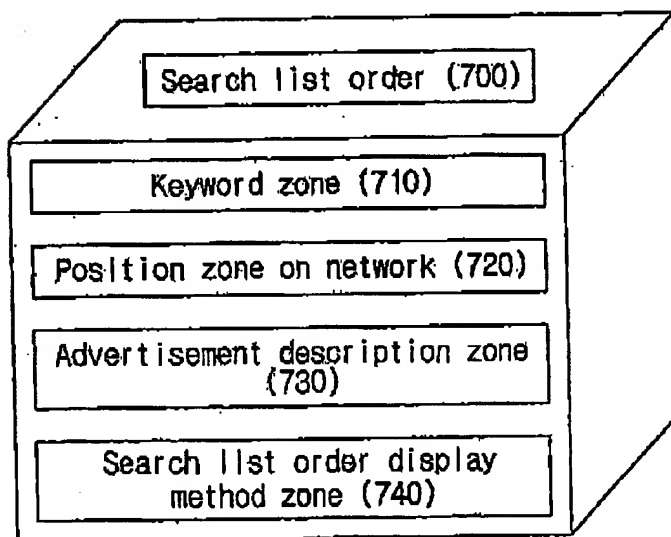


FIG. 7



PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 8

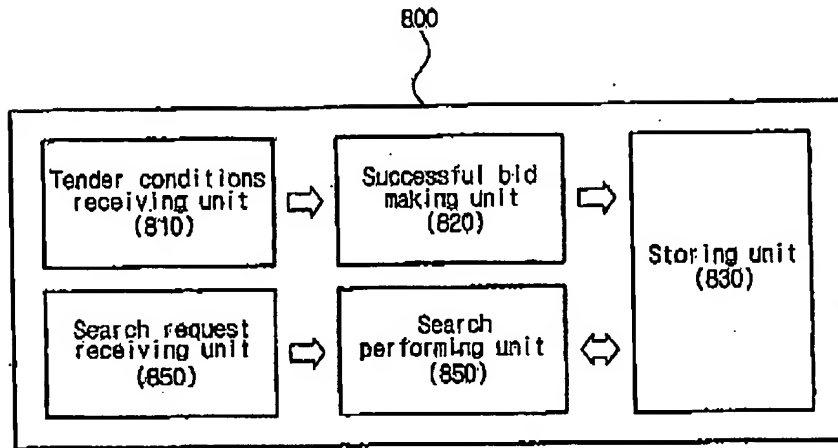
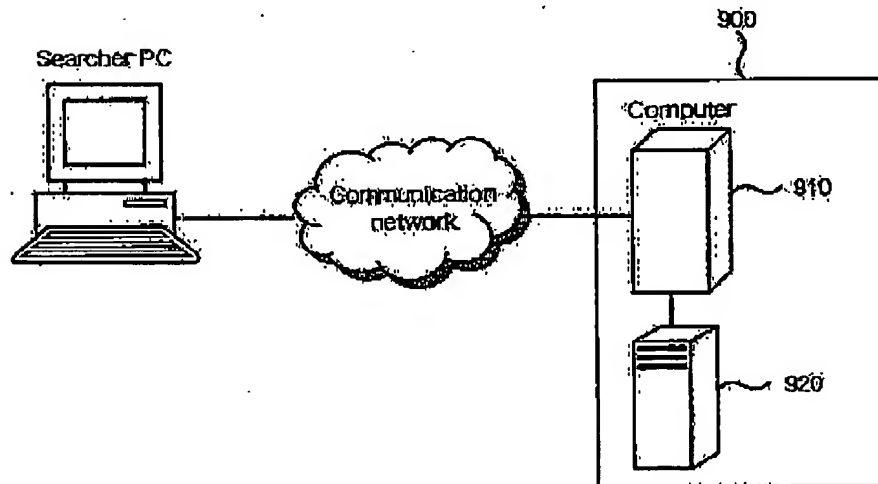


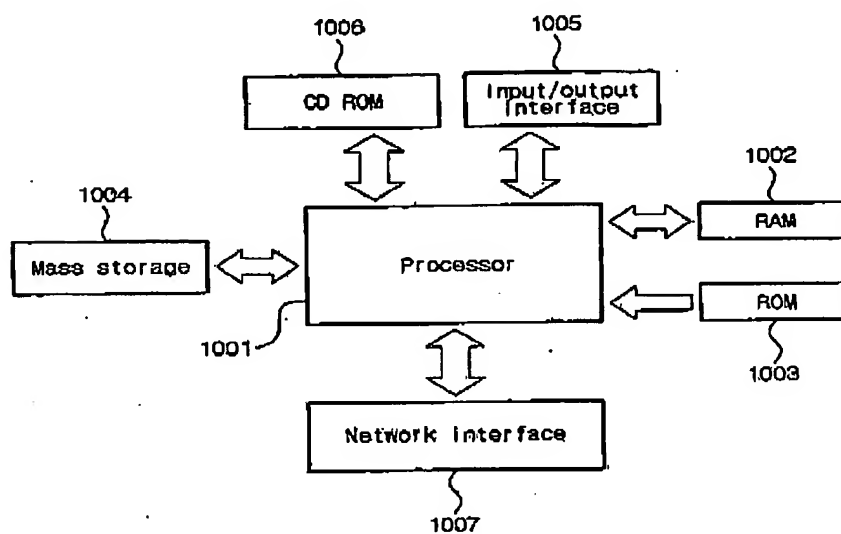
FIG. 9



PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 10

1000

PCT/KR2003/002587

RO/KR 10. 02. 2004

FIG. 11

